

### **What is Claimed is:**

1. A visible electronic tag, comprising:

an electronic tag body connecting to a reader in a wireless fashion to receive signals transmitted from the reader and store the signals; and

5 a display module connecting to the electronic tag body to read and display the signals.

2. The visible electronic tag of claim 1, wherein the electronic tag body includes:

an antenna for receiving the signals from the reader;

10 a radio frequency module connecting to the antenna for processing the signals received by the antenna;

a baseband controller connecting to the radio frequency module to control delivering and receiving of the signals;

a memory controller connecting to the baseband controller for receiving the signals; and

15 a memory connecting to the memory controller to store the signals.

3. The visible electronic tag of claim 1, wherein the display module includes:

a display controller connecting to the electronic tag body for receiving the signals;

a display interface connecting to the display controller; and

a display panel connecting to the display interface to display the signals.

20 4. The visible electronic tag of claim 3, wherein the display module further includes an electric power supply to provide electric power required by the display panel.

5. The visible electronic tag of claim 3, wherein the display panel is a liquid crystal display.

6. The visible electronic tag of claim 3, wherein the display panel is an electronic paper.

7. A visible electronic tag system, comprising:

a reader for sending a signal in a wireless fashion;

an electronic tag body connecting to the reader in the wireless fashion to receive  
5 the signal transmitted from the reader and store the signal; and

a display module connecting to the electronic tag body to read and display the  
signal.

8. The visible electronic tag system of claim 7, wherein the electronic tag body includes:

an antenna for receiving the signal from the reader;

10 a radio frequency module connecting to the antenna for processing the signal  
received by the antenna;

a baseband controller connecting to the radio frequency module to control  
delivering and receiving of the signal;

a memory controller connecting to the baseband controller for receiving the signal;  
15 and

a memory connecting to the memory controller to store the signal.

9. The visible electronic tag system of claim 7, wherein the display module includes:

a display controller connecting to the electronic tag body for receiving the signal;

a display interface connecting to the display controller; and

20 a display panel connecting to the display interface to display the signal.

10. The visible electronic tag system of claim 9, wherein the display module further  
includes an electric power supply to provide electric power required by the display  
panel.

11. The visible electronic tag system of claim 9, wherein the display panel is a liquid crystal display.
12. The visible electronic tag system of claim 9, wherein the display panel is an electronic paper.
- 5 13. The visible electronic tag system of claim 7, wherein the reader is a portable wireless electronic device.
14. The visible electronic tag system of claim 7, wherein the reader is connected to a stationary electronic device.